



## Folk On The Rocks

### Request for Proposal: Design Concepts for 2022 FOTR Merchandise

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**Proposal Deadline:** January 31, 2022

**Issued by:** Folk On The Rocks

**Representative:** Teresa Horosko

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204-293-0071

#### **Purpose**

Folk On The Rocks Music Festival (FOTR) is in need of a new design concept to adorn all of our merchandise for the 41st edition of the Festival. The chosen design will be on all FOTR merchandise sold at the Festival taking place July 15-17, 2022. The design will also be used on the festival poster and in other relevant marketing campaigns pertaining to the 41st Festival.

#### **Background**

FOTR is a non-profit society that puts on an annual music festival on the shores of Long Lake in Yellowknife, NT. FOTR is in need of a new design concept for the merchandise for the 41st edition of the Festival. This proposal is open to all: professional designers and amateurs with a passion.

#### **Scope of Proposal**

Proposals should be an outline of a design concept. FOTR will not pay for proposals; only the concept awarded the contract will receive payment upon completion of a fully realized design. Because of this, proposals can be just a rough sketch, mood board or an outline (either written or visual). All proposals should have a brief written description (no need for this to be lengthy, a couple of sentences work great, or a bullet point list).

#### **Budget**

FOTR's budget for the project is \$2,500. This budget is for the completed design. Proposals receive no payment and are submitted on a voluntary basis.

#### **Submission Guidelines & Requirements**

Applicants must submit a single electronic copy (.pdf) of the proposal by email to



Teresa Horosko at [teresa@folkontherocks.com](mailto:teresa@folkontherocks.com) on or before January 31, 2022. A confirmation email will be sent upon receipt.

Note that submissions must:

- Be received via email (<10MB);
- State “Design Concept for Folk on the Rocks Merchandise” in the subject line; and
- Be limited to one pdf document.

### **Questions and Correspondence**

FOTR is committed to a fair and open process for all parties interested in this RFP. Please direct all queries and questions related to this RFP to Teresa Horosko at [teresa@folkontherocks.com](mailto:teresa@folkontherocks.com). Answers and clarifications will be distributed via email to all prospective service providers that have identified themselves to FOTR.

## **Frequently Asked Questions**

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**Do I need to be a professional artist or designer to submit a concept?** No, we welcome and encourage all folks across all ages and professions to submit a design concept! If you’ve found inspiration, we would love to see it!

**Can I submit more than one concept?** Yes, you may submit more than one concept. Please send each concept as a separate PDF document.

**Does my concept proposal need to feature any specific colours?** No, the design concept is totally up to you! The chosen concept will also have an opportunity to work with our designers where you and they can experiment with colours after.

**Does my concept proposal need to include the Folk On The Rocks logo?** No, the concept is for the merchandise for the 41st edition of Folk On The Rocks.

**Will I be paid for submitting a design concept?** No, proposals are submitted on a voluntary basis, and only the chosen design concept will be awarded the contract.